

## Message Text

UNCLASSIFIED

PAGE 01 WARSAW 05344 01 OF 02 260705Z  
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-10 LAB-04

NSAE-00 PA-02 SIL-01 ICA-20 /058 W

-----042663 260714Z /16

R 231505Z JUN 78

FM AMEMBASSY WARSAW

TO USDOC WASHDC

INFO SECSTATE WASHDC 5815

AMCONSUL KRAKOW POUCH

AMCONSUL POZNAN POUCH

AMEMBASSY BERLIN

AMEMBASSY BONN

AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY LONDON

AMEMBASSY MOSCOW

AMEMBASSY PARIS

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 WARSAW 5344

COMMERCE FOR BEWT/TPD AND BEWT/OEWCA/EE.

EO 11652: NA

TAGS: BEXP PL US

SUBJ: INITIAL REPORT ON THE POZNAN INTERNATIONAL FAIR,

JUNE 11-20, 1978

1. THE 50TH POZNAN INTERNATIONAL FAIR CLOSED ON SCHEDULE

JUNE 20. AN ESTIMATED 600,000 PEOPLE VISITED THE FAIRGROUNDS;

AND, UNDOUBTEDLY, MOST OF THEM CAME TO THE US PAVILION AT ONE

TIME OR ANOTHER. CROWDS WERE PARTICULARLY HEAVY DURING THE

FINAL WEEKEND OF THE FAIR, ALTHOUGH LARGE NUMBERS OF PEOPLE

UNCLASSIFIED

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PAGE 02 WARSAW 05344 01 OF 02 260705Z

CAME DURING THE WEEK, AS WELL. ALTHOUGH MOST OF THE

VISITORS COULD BE CONSIDERED AS "GENERAL PUBLIC,"

A SIGNIFICANT PROPORTION OF THEM WERE POLISH TRADE

OFFICIALS. THE FAIR PROGRESSSED RATHER UNEVENTFULLY, AS

THERE WERE NO PROBLEMS WITH WEATHER OR OTHER FACTORS

WHICH MIGHT HAVE INTERRUPTED NORMAL BUSINESS.

2. US EXHIBITORS, AS EXHIBITORS FROM OTHER PAVILIONS, ACKNOWLEDGED THAT BUSINESS WAS SLOWER THIS YEAR THAN LAST. OUR EXHIBITORS REPORTED \$3,008,000 IN IMMEDIATE SALES RESULTING FROM THE FAIR AND AN EXPECTED AGGREGATE OF \$55,447,000 OVER THE NEXT TWELVE MONTHS. AS THESE FIGURES ARE NOT NECESSARILY THE BEST MEASURE OF SUCCESS OF AN EXHIBITION IN POLAND, IT IS MORE PERTINENT THAT A TOTAL OF 1,126 SALES LEADS WERE REPORTED. MOREOVER, US EXHIBITORS, ALMOST WITHOUT EXCEPTION, WERE SATISFIED WITH THE RESULTS OF THEIR PARTICIPATION. DESPITE PROSPECTS THAT BUSINESS WILL NOT INCREASE SIGNIFICANTLY FOR MOST EXHIBITORS FOR TWO TO THREE YEARS, US EXHIBITORS EXPRESSED THEIR WILLINGNESS TO MAINTAIN A VISIBLE PRESENCE IN THE POLISH MARKET BY PARTICIPATING IN THE POZNAN FAIR AND HAVE FIRM EXPECTATIONS FOR LONG-TERM SALES.

3. THE US PAVILION WAS WELL-ATTENDED THROUGHOUT THE FAIR. IN ADDITION TO MANY TRADE OFFICIALS WHO MADE INDIVIDUAL VISITS TO EXHIBITOR STANDS, SEVERAL POLISH AND FOREIGN DELEGATIONS TOURED THE PAVILION. SEVERAL POLISH OFFICIALS ALSO VISITED THE MARKETING OFFICE TO DISCUSS TRADE OPPORTUNITIES. OUR EXHIBITORS WERE GENERALLY IMPRESSED BY THE NUMBER OF TRADE LEADS AND BY THE NUMBER OF OLD CLIENTS WHO DROPPED BY THE STANDS. BUSINESS WAS DISCUSSED AND DEALS CONCLUDED RIGHT UP TO THE LAST AFTERNOON.  
ACCORDING TO INITIAL REPORTS, SOME OTHER WESTERN PAVILIONS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 WARSAW 05344 01 OF 02 260705Z

DID LESS WELL THAN OURS IN TERMS OF SALES, TRADE LEADS, AND BUSINESS VISITORS. CONSULATE POZNAN IS PREPARING A SURVEY OF SELECTED FOREIGN EXHIBITIONS.

4. DISCUSSIONS WITH OUR EXHIBITORS AND WITH THE DIRECTORS OF OTHER PAVILIONS REVEALED GROWING CONCERN OVER THE LENGTH OF THE FAIR AND THE COSTS OF PARTICIPATION. PAVILION DIRECTORS MET WITH THE FAIR AUTHORITIES ON THESE AND OTHER SUBJECTS RELATED TO FAIR SERVICES, BUT THERE WAS NO IMMEDIATE INDICATION THAT CHANGES WILL BE MADE. MANY EXHIBITORS BELIEVE EIGHT DAYS WOULD BE LONG ENOUGH. DIRECTORS OF OTHER PAVILIONS SAID THEY WERE HAVING PROBLEMS HOLDING EXHIBITORS IN PLACE FOR THE TEN-DAY DURATION. EXHIBITORS FROM SEVERAL WESTERN PAVILIONS COMPLAINED ABOUT ABNORMALLY HIGH COSTS FOR FREIGHT FORWARDING BY THE POLISH AGENT, HARTWIG, HIGH PRICES FOR HOTEL AND RESTAURANT SERVICES, AND THE COST OF SOME SERVICES. A FEW US EXHIBITORS GRUMBLED ABOUT THE HIGHER-THAN AVERAGE COST OF EXHIBITING IN THE US PAVILION, ALTHOUGH NONE SAID THIS WOULD KEEP THEM FROM RETURNING.

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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PAGE 01 WARSAW 05344 02 OF 02 260702Z  
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-----042650 260719Z/16

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FM AMEMBASSY WARSAW

TO USDOC WASHDC

INFO SECSTATE WASHDC 5816

AMCONSUL KRAKOW POUCH

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UNCLAS SECTION 2 OF 2 WARSAW 5344

COMMERCE FOR BEWT/TPD AND BEWT/OEWCA/EE.

5. COMMENT: WE WILL REPORT FURTHER ON THE FAIR, INCLUDING RECOMMENDATIONS FOR NEXT YEAR. BASED ON OUR DISCUSSIONS WITH EVERY EXHIBITOR AND ON OUR OWN OBSERVATIONS, WE REGARD THIS YEAR'S US EXHIBITION AS A SUCCESS, DESPITE GENERALLY HARD TIMES FOR FOREIGN SALES TO POLAND. FURTHERMORE, DESPITE SOME FLAWS, OUR RELATIONS WITH THE FAIR MANAGEMENT WERE GOOD, AND THE CONTRACTOR, POLEXPO, PERFORMED ADMIRABLY.

6. NEVERTHELESS, AS BUSINESS WITH POLAND REMAINS SLOW

UNCLASSIFIED

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PAGE 02 WARSAW 05344 02 OF 02 260702Z

(FOR ALL WESTERN COUNTRIES), RECRUITING FOR THIS FAIR WILL BECOME MORE OF A CHALLENGE AND EXHIBITORS WILL MORE CAREFULLY REVIEW THE SCALE OF THEIR PARTICIPATION TO CONTROL COSTS IN SEVERAL AREAS. ONE AREA LIKELY TO FEEL A PINCH WILL BE THE EXHIBITION OF LARGE AND/OR HEAVY MACHINERY. SEVERAL EXHIBITORS SAID, ALL THINGS CONSIDERED, IT WAS TOO EXPENSIVE FOR THEM TO BRING IN SUCH ITEMS AS LONG AS SALES ARE SLOW. I. CASE, CLARK, AND ALLIS-CHALMERS ARE IN THIS CATEGORY. THIS COULD MEAN, FOR THE IMMEDIATE FUTURE, AN EVEN MORE STATIC EXHIBIT THAN NORMAL, AS WELL AS SPECIAL DIFFICULTIES WITH SELLING OUTSIDE SPACE. DURING THE MONTHS AHEAD, WE WILL HAVE TO CONSIDER HOW TO DEAL WITH THIS PROBLEM.

7. MEANWHILE, WE HAVE BEGUN DISCUSSIONS WITH 3M AND WITH INTERNATIONAL HARVESTER, WHO EXHIBITED ELSEWHERE ON THE FAIR-GROUNDS THIS YEAR, TO TRY TO OBTAIN AT LEAST A PORTION OF THEIR EXHIBITS FOR 1979. WE ALREADY HAVE SEVEN PARTICIPATION AGREEMENTS SIGNED FOR NEXT YEAR, FOR A TOTAL OF 276 SQ. METERS OF INDOOR AND 50 SQ. METERS OF OUTDOOR SPACE. SEVERAL OTHER EXHIBITORS HAVE SAID THEY WILL RETURN, BUT THEY WILL NOT MAKE FINAL DECISIONS REGARDING THE NATURE OF THEIR EXHIBITS FOR ONE TO FIVE MONTHS. END COMMENT.

SCHAUFELE

NOTE BY OC/T: MESSAGE DELAYED IN TRANSMISSION.

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